Yukon

Government of Yukon

Yukon Government NEWS *release*

FOR RELEASE #08-018
January 31, 2008

Destination Yukon Expands its Reach

WHITEHORSE – Following the success of the National Marketing Campaign (NMC), the Yukon government is investing $750,000 in a new initiative entitled Destination Yukon designed to promote Yukon as a travel destination in key target markets across southern Canada, announced Tourism and Culture Minister Elaine Taylor.

"Destination Yukon will promote Yukon through multi-media advertising, website use, and television advertising," Taylor said. "It builds on the success of the National Marketing Campaign, and is the single largest media buy since the Canada Winter Games."

The NMC, developed in conjunction with the Canada Winter Games Host Society, and the governments of Yukon, Northwest Territories, Nunavut and Canada promoted the North to southern Canada as a great place to visit, live, and invest.

"Destination Yukon will give Yukon tourism industry partners the opportunity to maximize the benefits created by the National Marketing Campaign, and prepare for future opportunities around the 2010 Olympic Games in Vancouver," Taylor said.

The Destination Yukon marketing initiative responds to the Senior Marketing Committee's recommendation to enhance the investment in awareness marketing of Yukon in key target markets with media buys

2008-03140/

focused in the gateway cities of Calgary, Edmonton, and Greater Vancouver, as well as the Greater Toronto area.

The initiative is meant to increase awareness of Yukon as a travel destination of choice and direct visitors to the travelyukon.com website which will showcase Yukon iconic features, including the midnight sun. The $750,000 marketing campaign includes a contest where entrants will be eligible for a grand prize trip for two to Yukon.

The Department of Tourism and Culture invests $5 million annually through a variety of programs and services to market tourism worldwide. This includes product development, marketing and visitor services.

The Senior Marketing Committee is a sub-committee of the Tourism Industry Association of Yukon (TIA Yukon) and is made up of skilled and experienced industry members with a vested interest in tourism. The department and the committee work in partnership to develop strategies for tourism growth.

- 30 -

Contact:

Roxanne Vallevand
Cabinet Communications
(867) 633-7949
roxanne.vallevand@gov.yk.ca

Karen Keeley
Communications, Tourism & Culture
(867) 667-8304
karen.keeley@gov.yk.ca